

The Tourism Potential of Pakistan and
Future Development

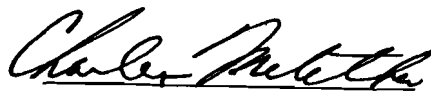
by

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A handwritten signature in black ink, appearing to read "Charles Metelka", is written over a horizontal line.

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ABSTRACT

This study aims to discover the tourism potential of Pakistan and how it can be further developed and improved in order to reap various economic and other benefits for the country. The main areas of tourist interests throughout the country are highlighted along with problems that need to be addressed in order to increase tourism in the country. The main methods of research used for this study are secondary research through online and text sources with comparison analysis with tourism studies of countries with similar cultural and religious background. The main findings reflect an immense potential for Tourism in Pakistan that needs to be developed for country's progress and the evidence of this can be seen in the study of three chosen countries that have benefited from tourism. The findings reveal strategies and policies used by the India, Egypt and U.A.E for enhancement of tourism products and services that has contributed to an increased number of tourists and tourism.

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Chapter I: Introduction

Pakistan, an Islamic country is situated in the northeast of the Indian Subcontinent in South Asia, has population of 150 million people and a land area of approximately 891, 940 sq km (344,380 sq miles) including Pakistan controlled area of Kashmir and disputed Northern areas which is around the third of size of India and twice the size of Britain. Pakistan, officially known as Islamic Republic of Pakistan, is translated as the 'land of the pure' and is strategically placed at the crossroads of Asia where it provides convenient routes between China and Mediterranean as well as between India and Central Asia plus Middle East. As a result, this junction has been a melting pot of various cultures, attracting traders, pilgrims and holy men. It shares its borders with Iran in the south west, Afghanistan on the northwest, India on the east and China in the Northeast and Arabian Sea in the south. It had only existed as an independent nation after the partition from British India in August, 1947 as 'homeland' for India's Muslims. (Jalal, 2006, pg. 92)

Purpose of study

The purpose of this study is to identify and project Pakistan's potential for tourism and how it can be developed further to enhance country's image which is important for its future growth and development. In addition to this, the study will focus on problems of tourism development and propose strategies for promotion of tourism that will be sustainable and reap benefits in line with the government's plan for observing 2006 as year of tourism in Pakistan. Hence, the premise is to develop tourism for just not attracting more tourists but to ensure that economic benefits are in accordance with

sustainable development in order to avoid negative impacts.

Research objectives

Upon completion of this research, the following objectives shall be identified and addressed:

- Identification of Pakistan's tourism position and its potential for future development.
- Propose strategies for the development and enhancement of tourism facilities and for the improvement of Pakistan's image for tourism promotion and sustainable growth.
- Identification of problems and gaps associated with future tourism development and strategies for overcoming them
- Analysis of proposals and recommendations for tourism development in line with government's effort for promoting Tourism by observing 2006 as year for Tourism

Definition of terms and objectives

The abbreviation NWFP that will be frequently used in this research stand for North West Frontier Province or state in the north western part of Pakistan on the Afghani border. In addition to this, South Asia refers to the countries located in and around Indian subcontinent which include India, Pakistan, Bangladesh, Sri Lanka, Nepal

and Maldives.

Chapter II: Literature Review

Introduction

This literature review examines tourism position of Pakistan compared to the rest of the world and the problems that exist in development of tourism. It will also highlight importance of International tourism for progress of the country as focused in the Master Plan for Tourism of 1965 and as projected in declaring 2006 as year of tourism by the government.

Tourism Industry

“Tourism is the temporary movement of people to destinations outside their normal place of work and residence, the activities undertaken during their stay in those destinations and the facilities created to cater to their needs “. Mathieson & Wall (1982). According to Macintosh and Goeldner (1986), “tourism is the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors”. Furthermore, it is a service based industry comprising a number of tangible and intangible components such as transport, food and beverage, tours and accommodation, while the intangible elements involve education, culture, adventure, escape, relaxation or simply the movement of people from their places of residence for more than 24 hours for purpose of enjoyment.

Tourism has become one of the largest and fastest growing economic activities in the world with more than 260 million employees worldwide as well as an annual investment in capital projects of over 8800 billion and generates various economic,

social, cultural and environmental benefits for the countries if developed in sustainable way. The World Tourism Organization (WTO) claims that tourism is currently the world's largest industry with annual reserves of over \$ 3 trillion dollars and employment generation of over 6 million in USA alone. In addition to this, 698 million people traveled to a foreign country in the year 2000, spending more than US \$ 478 billion – making tourism the world's number one export earner way ahead of other top industries. (Economic impacts of Tourism, 2002). It ranks as one of the main sectors of world economy accounting for nearly 11 percent of total global Gross Domestic Product and the growth rate of the industry is currently 4 percent per annum. It has become one of the world's main sources of employment generation and stimulates huge investment in infrastructure and development projects that in turn improves the domestic conditions and the lives of local residents. In addition to this, it provides governments with substantial revenues through taxes and enhances intercultural awareness and personal friendships that is a valuable source for improving international understanding and peace among all nations of the world. Moreover, tourism promotes the preservation of heritage and cultural traditions by providing increased resources for their protection and conservation, especially of historic sites and monuments which would otherwise be lost forever. Hence, tourism acts as an accelerator for economic development, social refinement, income redistribution and poverty alleviation for developing countries around the world.

(Tourism, n.d)

Pakistan Tourism Potential

Pakistan abounds with varied terrain, exotic mountains, and sunny beaches,

ancient Indus valley civilization, Gandhara heritage, Moghul and Islamic history, splendid seasonal variety and diversity of cultures is a special interest tourist destination. Its main areas of tourist attraction revolve around trekking, mountaineering and adventure tourism in the northern areas and cultural tourism in the Punjab and Sindh regions. In addition to this, its rich colorful history of invasions by various tribes and religions make it a hub for religious tourists ranging from Sikhs, Buddhist and Hindus as well as Muslims. Moreover, extensive coastline and desert landscapes offers potential for safaris and beach tourism as in neighboring countries.

Punjab, the northeastern province and the most populated, means land of five rivers due the Indus and its five main tributaries (Ravi, Jhelum, Beas, Chenab and Sutlej) that flows and irrigates vast fertile plains. Punjab is physically diverse ranging from alluvial plains along river Indus and Cholistan desert in south to Foothills of Himalayas, Potwar Plateau and Salt Range in the north. The main tourist attraction however, is concentrated around the ancient Indus valley ruins, Moghul monuments and the main cities include Lahore, Rawalpindi, Islamabad, Multan, Bahawalpur, Hasan Abdal and Taxila.

Lahore

Lahore is the second largest city as well as the cultural, intellectual and artistic capital of Pakistan situated on the east bank of the Ravi River close to the Indian border. Its faded elegance, tree lined avenues, busy bazaars and wide variety of Moghul, Islamic and British architecture and heritage give it an atmosphere of contrast and surprise. It is a historic city and a legend traces its origin to Loh, the son of Rama Chandra, the hero of the Ramayana (Hindu mythology), but history records that it began as a dependency of

the 8th century AD Hindu ruler, Lalitiditya. In the early 11th century it came under Muslim rule and evolved as a centre of Islamic culture and learning as well as trade and commerce. In the 13th century it was depopulated and razed to the ground by the Tartar-Mongol hordes of Genghis Khan. Timurlane and his Muslim Turks also arrived and destroyed the city. The main attractions include the old city, Royal Moghul Fort, Badshahi mosque, Minare-e-Pakistan (tower of Pakistan-a monument), Anarkali Bazar golden Mosque, Wazir Khans's Mosque, Shalimar gardens, Lahore museum and various Muslim shrines and Mosoleums (tombs). The various excursions from Lahore include Hiran Minar (deer tower –Moghul monument), Changa Manga (largest man-made forest, Jallo park and Pakistan_India border. (Pakistan tourism and travel guide, n.d)

Rawalpindi

The win city of Rawalpindi / Islamabad is situated on the Grand Trunk Road 177 km from Peshawar and 275 km from north-west from Lahore and lies against the backdrop of Margalla Hills on the Potwar Plateau. Rawalpindi is an old city from the time of the Ghaznavid era and over years has maintained its traditional flavor. Its main attractions include old city, Bazaars, cantonment with British Raj architecture as well as churches, cemetery, spacious bungalows and Army museum. (Pakistan Tourism and Travel guide, n.d)

Islamabad

Islamabad, the capital of Pakistan is clean, lush green spacious and well-planned compared to its twin counterpart Rawalpindi. Although located in Punjab technically, it forms its own Capital Territory and is modern city with wide tree-lined streets, large

houses, elegant public buildings and well organized markets. The decision to replace Karachi with a new capital city prompted the planning and construction of Islamabad in 1958. It was designed by a Greek architect firm Doxiadis Associates that planned and divide the city in to eight zones .The main attractions of the capital include Margalla hills from trekking and hiking, Rose and Jasmin garden, Shakarparian Hills, Rawal lake, Daman-e-koh, Lok Virsa museum, Islamabad museum, Pakistan museum of Natural history, art galleries, Shah Faisal Mosque, Chattar Bagh, Murghzar zoo and Islamabad sports complex. The places of interest near Islamabad include Margalla pass and Wah gardens, Murree Hillstation, Thandiani and Abbottabad with lot of natural scenery. (Pakistan tourism and travel guide, n.d)

Hasan Abdal and Taxila

Hasan Abdal is 48 km from Rawalpindi and is a beautiful, quiet place and a convenient stopping point of G.T. Road enroute to Peshawar or Abbottabad. This town has a particular association with Moghuls and Sikhs and the main attraction is the 15 century shrine of Muslim Saint Baba Wali Qandhari, also known as Baba Hassan Abdal, situated on hilltop at the altitude of 714 meters .It is also a magnet for pilgrims due to the Sikh Gurdwara (temple) known as Panja Sahib which has a sacred rock with the handprint of their religious leader, Guru Nanak and twice a year, Sikh pilgrims visit Gurdwara from all over the world. Plus, two other historical buildings of Mughal era (Muqbara Hakeeman and so-called tomb of Lala Rukh) are located just opposite the Gurdwara. Taxila, on the other hand is, lays 35 km north-west of Rawalpindi and is the one of the ancient cities famous for its archeological sites of historic Buddhist relics and monasteries. The tour of Taxila is a multi-dimensional experience by the richness and

variety of the famed Gandhara sculpture and endless images of Buddha, in stone and stucco and numerous panels depicting all the important stages of the great sage's life. The history of Buddhist past is also preserved in Taxila museum with the famous monuments of its past.

Apart from this, the other important tourists sites abound in northern Punjab are Salt range, Kallar Kahar, Katas temple, Khewra salt mines and numerous dams and lakes –Tarbela dam, Mangla dam and Khanpur dam as well as forts along the Grand trunk road from Rawalpindi to Lahore which include Rothas fort, Rawat fort and Attock fort. In the southern region of Punjab lies vast stretch of plains and Cholistan desert that consists of ancient cities of Harrapa and Uch Sharif that dates back to 500 BC and other places of interest are Multan and Bahawalpur.

Multan

Multan also known as 'City of Pirs (saints) and Shrines' is a prosperous historic city of bazaars, mosques, shrines and superbly designed tombs. It is also a city of dust, summer heat and beggars and has a long history from conquest of Alexander the Great to 641 AD invasion by Xuan Tzang who found it 'agreeable and prosperous' followed by Mohammad Bin Qasim who obviously agreed, he was the next ruler of Multan in 712 AD. Mahmud of Ghazni invaded it in 1006 followed by Timurlane in 1398. In the 16th century it was the Moghuls turn, followed by the Sikhs in 1752 and the British in 1849. The old city has narrow colorful bazaars full of local handicrafts and narrow winding lanes along with sites such as the Multan fort and numerous Muslim saints shrines located within the old city (Pakistan tourism and travel guide, n.d)

Bahawalpur

Bahawalpur is a small city some 889 km from Karachi. The founder of the Princely state of Bahawalpur was Nawab Bahawal Khan Abbasi I. The Abbasi family ruled over the State for more than 200 years (1748 to 1954) and during the rule of the last Nawab Sir Sadiq Muhammad Khan Abbasi V, Bahawalpur State was merged with Pakistan in 1954. The main attractions include Bahawalpur museum and three main palaces –the main one being Noor Mehal as well as a public library but most of the monuments are not open to public and are under army control. The places of interest near Bahawalpur are Lal Suahna National Park and Fort Derawar (Pakistan tourism and travel guide, n.d)

Sindh, located in the southeast, derives its name from the Sanskrit word for Indus river which flows through the province making much of otherwise arid land fertile. It contains some of the oldest settlements dating back some 5000 years and pretty much The contemporary of ancient Egyptians and Mesopotamia civilizations. The main places of interest are Karachi, Thatta and Mohenjodaro.

Karachi

Karachi is the largest and most populated city in Pakistan with an interesting combination of old and new plus wide sunny beaches, deep-sea fishing, modern metropolis, diversity of cuisine and colorful bazaars. The main sights in this city include various bazaars, the sadder bazaar, mausoleum of Mohammad Ali Jinnah (Founder of Pakistan), and Hawkes bay, Clifton Beach, Tooba mosque, Frere Hall and various churches along with old and new architecture. The main places of sightseeing around Karachi are Chaukandi tombs (archeological ruins dating back to 16 century), the

ancient city of Bhanbore and Haleji Lake (the largest water fall sanctuary in Asia)

(Pakistan tourism and travel guide, n.d).

Thatta

Thatta, about 98 km (61 miles) east of Karachi and was at one time Sindh's capital city and as a centre for Islamic arts. The main attractions of this city are the Great Mosque built by Moghul emperor Shah Jehan and bazaars famous for hand-printed fabrics, glass bangles and Sindh embroidery work inland with tiny mirrors, one of the more world known handicrafts of Pakistan (Pakistan tourism and travel guide, n.d).

Mohenjodaro

Mohenjodaro, also known as “mound of dead” is a 4000 year old ruin of ancient Indus civilization. This city is situated on the west side of Indus in northern Sindh, a one hour flight away from Karachi. The most imposing remains are those of the great bath which consisted of an open quadrangle with verandahs on four sides, galleries and rooms at the back, a group of halls on the north and a large bathing pool. And another important attraction is the museum that displays the relics and finds of excavations unearthed in 1922. Thus, this city depicts the well planned and complex urban society that existed ages ago (Pakistan tourism and travel guide, n.d)

In addition to this, other attractions in Sindh include the old city of Hyderabad (second largest in Sindh), Kirthar National park, Kot Dijji and city of Sukkur in the northern part of Sindh with the famous landmark-Sukkur Barrage (Pakistan tourism and travel guide, n.d)

NWFP (North-West Frontier Province) is over 1100 km (680) miles along the

border with Afghanistan and is fertile and well watered by the Kabul and Swat rivers. Its main features are tribal areas that cover nearly half of the province and these regions have autonomous control rather than under government of Pakistan so safety and security of visitors cannot be guaranteed in this zone. Another important landmark of this province is Khyber Pass –the route through mountains from Peshawar to Kabul in Afghanistan.

The main inhabitants of this province are Pathans that are divided in to numerous tribes and clans. The main attractions of this region are Peshawar and Swat.

Peshawar

Peshawar is about 172 km from Islamabad / Rawalpindi and is the meeting place of Indian sub-continent and C. Asia as well as melting pots of diverse civilizations. The main points of tourist interests are Qissa Khawani Bazar, Bazaar Bater-Bazen Bala Hisar Fort, Jamrud Fort, Warsak dam and Museum. Excursions from Peshawar include Takht-e-Bahi (famous Buddhist monastery), Charsadda-ruins of ancient city, Mahabat Khan Mosque built by Moghul emperor Shah Jehan and the Kyber pass-gateway to Afganistan (Pakistan tourism and travel guide, n.d).

Swat

In the Northwest part of NWFP is the valley of Swat, which is the most interesting, mountainous and greener with rivers, waterfalls and fertile land. Its main attractions include cities of Saidu Sharif and Mingora, the Swat museum displaying Buddhist artifacts, Butkara Stupa, Kabal golf course, valleys of Maindam, Bahrain and Kalam. Thus, this region is popular with trekkers, mountaineers and hikers as well as skiing in winter at famous Ski resort of Malam Jabba. The other natural features of this province is Kaghan valley famous for its crater Lake Saif-ul-Muluk and Chitral, north of Swat which is home to the indigenous Pagan Kalash tribe, Polo tournaments and hot

Springs (Pakistan tourism and travel guide, n.d)

The Northern areas are the prime targets of tourist attraction in terms of mountaineering, trekking and adventure sports. The main feature is the Karakoram Highway –the greatest wonder and spectacular road that connects Pakistan to china through the ancient silk route winding through the three great Mountain ranges known as Himalaya, Karakoram and Pamir. Other places of interest are Gilgit valley, Karimabad , Punial valley, Shandur pass, Naltar, Hunza, Baltit Fort, Buddhist rock carving, Hisper glacier, Ultar peak, ruby mines, Gulmit, Baltistan, Skardu, Mindog Khar palace, Satpara lake, Shigar Valley, Fairy Meadows and Nanga Parbat meaning “naked peak” (Pakistan tourism and travel guide, n.d)

Finally, the province of Baluchistan in the Southwest is the largest province but with population of one million due to its arid and mountainous landscape. It is a province of contrasts and has some of the bleakest landscape in the country with grim, jagged mountains, barren and arid land where the sparse greenery shrivels and wilts, but hidden away are some stunningly beautiful places as well as Makran coastline in the south west of Karachi. The capital city Quetta is situated at the elevation of 1677 meters (5500 ft) and include various tourist areas such as Hana lake, Urak Valley and Hazarganji Chiltan National Park. The other natural attractions include Bolan Pass, Ziarat valley and numerous gorges among the Sulaiman range of mountains (Pakistan tourism and travel guide n.d)

Pakistan Tourism Industry

Tourism, as discussed above, is the world's largest and fastest growing industry with approximate 670 million tourists worldwide out of which 6 million visit South Asian region. Pakistan's share is just about 400,000 tourists out of which only 13 % is international arrivals while the rest are business travelers and overseas Pakistanis visiting homeland. Pakistan's tourism industry, with the world's oldest Indus civilization, Gandhara and Moghul Heritage as well as splendid diversity of landscapes, cultures and seasons, remains largely undeveloped, in spite of immense potential it holds. (UN Statement on Tourism, 2002)

Tourism in Pakistan is not very large scale sector of the economy and is mainly dominated by the private sector that runs and manages most of the tourist facilities such as hotels, restaurants, travel agencies and tour companies while the public sector just acts as facilitator but also runs some limited number of lodging and roadside facilities around the country. (Tourism development, 2005) The tourism industry is under the control of Ministry of Tourism which also incorporates PTDC (Pakistan Tourism Development Corporation) is responsible for formulation of tourism policies, development, marketing and promotion of foreign and domestic tourism as well as regulating federal and provincial government plus private Enterprises involved in tourism management. In addition to this, its functions revolve around National Policy, the promotion and development and coordination of Federal and Provincial tourism plans and activities, publicity and establishment of tourist centers in Pakistan and abroad, publicity and the establishment of tourism information center for the promotion and guidance of domestic tourists and for the guidance of foreign tourist visiting Pakistan. The PTDC is also responsible for development of tourist facilities in areas with tourist potential where

private sector is shy to invest, International organizations and agreements relating to tourism, Facilitation of travel in Pakistan for tourists, training and research in tourism in Pakistan and abroad, Control and regulation of tourist industries and allied services and finally organizing foreign tours for Pakistanis. (Pakistan tourism development corporation, n.d)

Pakistan at present ranks poorly in terms of world tourism income and number of international tourist arrivals. As reflected in the tourism development study “Out of global tourism income of \$514 billion, the share of South Asia is \$ 5.4 Billion including Pakistan’s share of only \$ 135 million which is 0.03 per cent of global and 2.5 percent of South Asian share. Out of the total tourist arrivals in the world estimated at 694 million per year, Pakistan receives only 0.5 million tourists annually, a very low figure even among South Asian tourist arrivals.” (Tourism development, 2005)

According to Hussein in Hall (2000) “Tourism in Pakistan has been a slow growth industry. Although the country has tremendous tourism potential, there is much which has yet to be exploited. Most of this potential is in the northern region of the country where the world’s three greatest mountain regions meet: the Hindu Kush, the Himalayas and the Karakoram. The opening of Karakoram highway in the mid-1980 gave a major impetus to tourism. By contrast, the southern coast offers unspoilt beaches along the Arabian Sea and a great opportunity for the development of water sports. However, the lack of tourism infrastructure has inhibited growth “. (Hall, 2000, pg.211)

Tourism in Pakistan is supply-led rather than a market-driven industry and like India is labor intensive where an estimated 25 percent of the working population is underemployed. “The government estimated for employment generation in tourism by

National tourism in 1990 forecast a growth from 478, 000 jobs in 1990 to 943,000 in 1998 and 1.16 million in the year 2000” (Hall, 2000, p.212). The government of the Pakistan from start has had long standing interest in Tourism development which is reflected in Master Plan for tourism in 1965 which was followed by creation of Ministry for Culture, Sports and Tourism in order to promote and direct the development. Furthermore, the National Policy launched in 1990 gave way to increased incentives to deregulate economy. In effect that gave tourism an accorded ‘industry ‘status which meant that it was treated and recognized as other major industrial development projects. Moreover, the government also in line with it waived restrictions on foreign work permits and foreign exchange controls for increased inward investment in tourism projects. This was followed by government's establishment of the Regional development Finance Corporation by government for providing the availability of loan facilities. A number of tourist transport measures were also undertaken by granting licenses for operation of Charter flights, excursion trains and steam locomotive services between the major cities and offered to tourists at concessional rates. In addition to this, there was also number of changes in visa regulation for foreign tourists with facility of 30-day visas issued for tourists at the Airport. (Hall, 2000, pg.212) Furthermore, the Pakistan tourism policy of 2001 states:

Tourism shall continue to be treated as an industry, contributing more aggressively towards socio-economic growth.

- A paradigm shift from promoting seasonal tourism to year rounds tourism.
- A qualitative improvement/development in environment, human resources, tourist services and the tourist product.

- Federal & Provincial Governments to bring all legislation in consonance with demands of the tourist industry.
- Stimulate private sector involvement in tourism through provision of industry support constructs.

Goals and Targets

- To increase foreign visitors arrivals from 0.42 million in year 2000 to 6.5% annually over the next five years.
- To increase foreign exchange earnings from US\$ 385 million in year 2000 to US\$ 500 million over the next three years.

Incentives

- Tourism Projects to be allowed the status of industry.
- 50% income tax exemption is allowed to tour operators who bring in at least 500 inbound tourists in the form of group tours in a calendar year.
- Number of taxes covering the Hospitality Sector will be restricted to a maximum of six or seven taxes at the federal and provincial levels.
- On the recommendations of the Ministry of Tourism, land for hotels, motels, recreation parks, fun lands, athletic clubs, cultural centers etc., to be provided on non-commercial rates and on long lease basis by the development authorities at the Federal and Provincial levels. (Pakistan Tourism policy, 2001)

In line with this policy and the new tourism policy announced by the Federal Minister of Culture and Tourism reflecting the thinking of President

Musharraf, a number of activities and schemes were also planned which includes car and motor cycle rallies in Northern areas rock-climbing competition, new roads leading to scenic and historic spots along with the construction of hotels, motels and resorts plus washrooms and restrooms along the highway .In addition to this, the policy also covers publicity campaigns and information brochures to effectively promote Pakistan in foreign missions abroad which also includes calendar of events with regards to festivals and happenings all year around. Finally, this also includes package tours by providing tax relief to tour operators to conduct tours for foreign tourists with cultural, historical and special interest tours. This policy overall aims at increasing foreign tourist arrivals and foreign exchange earnings, however, this policy excludes details of any financial incentives or investments that is essential for policy implementation. (Rizvi, 2001)

Furthermore, Pakistan's long-term interest in tourism development continues until this day with the announcement of observance of 2006 as Year of Tourism by the President Musharraf and federal Minister for Tourism in effort to promote a softer image of the country marred by post September 11 events and war in Afghanistan. In this plan, the government assumed the role of facilitator to encourage private sector investment in Tourism development projects. During the year 2006, observed as Tourism year consisted of tourism related events that would be would be all year around in all four provinces which would be visited by tourism experts, travel writers and media people. A paragliding event was held in capital Islamabad where world-renowned Para gliders showcased their talents. It was a steppingstone

for making Pakistan a great tourism and trade hub due to the vast tourism potential it holds. (Rizvi, 2001)

Tourism Markets

Tourism, due to various factors, has been a slow growth industry and despite tremendous potential, the full benefits are not reaped properly. The major factor in development of tourism is targeting tourist markets that can be profitable and that are easily available or can be accessed in future. The major tourist markets currently include:

Domestic Tourism

According to WTO, Domestic tourism occurs when a tourist visits a place in his/her country other than place of residence for a period of at least 24 hours but less than six months for any reason other than occupation. The motivation for travel can range from pleasure to recreation, sports, business, visiting friends and relatives, health, study, social or religion. It also includes 'day-trippers' to recreation areas which is quite popular in Pakistan. Domestic tourism is more widespread and has gained tremendous growth over recent years as compared to foreign tourism. The main reason for this has been increased disposable incomes generated by migrant workers earning abroad and sending remittances. (UN statement on Tourism, 2002)

According to domestic tourism survey conducted by Ministry of Culture, Sports, Tourism, Youth and Minority affairs in 2000, the major reason for domestic tourism was visiting friends and relatives which represented almost 49 % tourists, followed by recreation around 14 % tourists and business and conference about 12 % tourists with most likely transport by land made by coach /bus and length of stay limited to two to

three days. Moreover, domestic tourism also includes short excursions to recreation areas; shopping, sports events and festivals in major urban cities and due to increased car ownership there has been increased excursions to northern and rural areas as well. (UN Statement on Tourism, 2002).

Foreign Tourism

Foreign tourism as stated by WTO is used to describe a tourist visit irrespective of age, sex, race, language or religion to a foreign country for reasons other than seeking gainful employment with stay duration for 24 hours or more and less than six months. A large proportion of international tourists to Pakistan are Pakistanis settled abroad in Europe, America and Middle East and of Pakistani origin. Travels to visit friends and relatives is a large part of tourism market representing almost 57 %. “This form of ethnic tourism-returning to visit friends and relatives –has attracted little attention in tourism literature despite its relationship with return migration and the pattern of immigration, although its significance has been observed in patterns of tourist travel within Pacific Islands” (Hall, 2000, pg.214).

Leisure and Adventure Tourism

After ethnic tourism, the majority of foreign tourists engage in adventure tourism which includes mountaineering and trekking to mountains in the north. Most visits occur during summer due to extreme weather. Around as estimated of 50 % of foreign tourists participate in adventure tourism and it is the main attraction of Pakistan tourism industry. This is one sector of tourism that is most promoted and catered to than other areas of interest due to increased tourist traffic. (UN statement on Tourism, 2002)

Religious tourism

Another popular sector of foreign tourism is visits to holy places of worship by foreign tourists especially from India as Pakistan is abounds in Muslim, Sikh and Buddhist shrines. This is also one of the growth markets and due to better Pakistan and India relations, there has been increase in number of tourists.

Cultural and Historical interests

Pakistan is abounds in ancient and heritage sites with a wealth of relics from past empires and civilizations, which serve as a magnet for most foreign tourists but this sector needs strong development and promotion in terms of organized tours.

Business, Meetings and conventions tourism

The majority of business tourists to Pakistan are domestic while current statistics identify China, India and other parts of Sub-continent as primary foreign tourists markets. It mainly represents inter-governmental agencies, NGOS (non-governmental organizations) and donor agency programmes that operate and bring long and short term visitors and sometimes these also include tourists visiting friends and relatives. Meetings and conventions also represent important source of foreign as well as domestic tourists with meeting facilities and accommodations from 20 to 2000 delegates.

(UN Statement on Tourism, 2002)

Special events tourism

This includes trade fairs, sports events such as cricket matches, polo tournaments, car rallies and cultural events that attract people from all over the world and provides a good base for tourism both domestic and foreign. (UN Statement on Tourism,

2002)

Ecotourism and sustainable development tourism

This form of tourism has recently gained attention in Pakistan recently, due to the increased tourist activity in northern areas. It has become important to increase tourist potential without degrading natural, cultural and environmental resources. Hence, in future development, careful planning and development is required to meet tourism objectives along with sustainable development to avoid overcrowding and deletion of resources. (Khan, n.d)

Table 1: Pakistan Tourism Statistics

PAKISTAN

Base: 1000 visitors			1995	1996	1997	1998	1999
INBOUND TOURISM							
Arrivals							
Visitors	Thousands	(1.1)
Tourists (overnight visitors)	Thousands	(1.2)	378	369	375	429	432
Same-day visitor	Thousands	(1.3)
Cruise passengers	Thousands	(1.4)
Arrivals by region							
Africa	Thousands	(2.1)	10	10	8	8	10
Americas	Thousands	(2.2)	58	54	54	61	61
Europe	Thousands	(2.3)	166	153	154	184	190
East Asia and Pacific	Thousands	(2.4)	40	44	42	49	44
South Asia	Thousands	(2.5)	84	88	97	107	107
Middle East	Thousands	(2.6)	20	20	20	19	20
Arrivals by mode of transport							
Air	Thousands	(3.1)	328	317	313	354	354
Rail	Thousands	(3.2)	24	25	40	54	47
Road	Thousands	(3.3)	26	26	22	20	29
Sea	Thousands	(3.4)	..	1	..	1	2
Arrivals by purpose of visits							
Leisure, recreating and	Thousands	(4.1)	76	72	70	116	66
Business and professional	Thousands	(4.2)	110	105	102	110	108
Other	Thousands	(4.3)	192	192	203	203	258
Overnight stays and length of stay							
Overnight stays in H&S	Thousands nights	(5.1)	622	640	567	623	943
Overnight stays in CE	Thousands nights	(5.2)
ALS of resident tourists	Nights	(5.5)	30.00	30.00

Tourism expenditure in the country of reference	US\$ Million	(8.1)	114	146	117	98	76
DOMESTIC TOURISM							
Overnight stays							
Overnight stays in H&S		(5.3)	4.449	3.457	2.710	2.470	3.723
Overnight stays in CE		(5.4)
OUTBOUND TOURISM							
Departure		(6.1)
Tourism expenditure in other countries		(8.2)	449	900	364	352	180
TOURISM ACTIVITIES							
Hotels and similar establishment							
Number of rooms		(7.1)	29.844	31.550	32.021	34.853	35.149
Number of bed-places		(7.2)	44.767	48.032	48.032	52.280	52.724
Occupancy rate		(7.3)	53.63	52.00	47.10	46.40	41.10
Average length of stay		(5.6)	1.18	1.10	1.01	1.02	1.20
ECONOMIC AGGREGATES							
Gross National Product (GNP)		(9.1)	60.874	64.373	65.228	64.463	63.971
Export (F.O.B.)		(9.2)	7.992	9.321	8.708	8.475	8.383
Imports (C.I.F.)		(9.3)	11.461	12.313	11.581	9.284	10.159

Abbreviations used in tables and notes:

H&S: Hotels and similar establishments; **CE:** All types of tourism accommodation establishments;

ALS: Average length of stays; **THS:** Non-resident tourists staying in H&S; **TCE:** Non-resident tourists staying in CE; **TF:** Arrival of international (or non-resident) tourists; **VF:** Arrivals of international (or non-resident) visitors;

NHS: Overnight stays at H&S; **NCE:** Overnight stays at CE

.. Data not available

incl including

excl excluding

nra national residing abroad

Source: Pakistan statistics, 2001

The above table shows the increase in tourists and income generation from

tourism per year despite problems and inefficient resources. It provides a rough estimate of tourist arrivals most from Europe and South Asia as a result of the religious and special interest tourism (trekking in Northern Areas) and least from other continents . The amount of increase per year indicates the economic benefit that tourism can generate and its importance for the economy and development of Pakistan.

Major Traffic Generators

According to the Domestic Tourism Survey conducted by the Ministry of Tourism, approximately 41 million tourists traveled within the country in 2004 of which 90 % traveled by road, around 8.5 % by rail and only 1.8 % by air .The main motivations for travel included social calls, friends and relatives as well as business and health. This sector has increased over the years and represents majority of tourism proportion.

(Tourism in Pakistan, 2004)

In terms of foreign tourists, there have been significant changes over the years .In the 1980s almost 50 % of tourists were from India visiting friends and relatives that were separated during Pakistan India separation. Other people such as Sikhs traveled basically for religious purposes visiting holy shrines. However, during 1990s, the number of tourists from India dropped due to political tensions over Kashmir and other ethnic violence in Karachi and European tourists especially from UK increased during this time period. The tourists from UK represented 48 % market share followed by India with 14.5 %, USA 12.2 %, Afghanistan 6 %, Japan 3 % and Germany 3 %. (Tourism in Pakistan, 2004)

Table 2

Foreign Tourists to Pakistan and Tourism Receipts 1995 to 2004

Year	Tourists (000 no.)	Receipts (US \$ Million)
1995	378.4	114.1
1996	368.7	145.9
1997	374.8	116.9
1998	428.8	97.9
1999	432.2	76.4
2001	499.7	92.2
2002	498.1	105.4
2003	500.9	135.6
2004	648.0	185.6

Market wise Foreign Tourist Arrival in Pakistan 2004

Markets	percentage share	Tourist
Europe	280.9	43.4
America	103.1	15.9
South Asia	160.3	24.7
Pacific & East Asia	59.5	9.2
Middle East	28.4	4.4
Africa	12.5	1.9

Others	3.3	0.5
Total	648	100

Source: Porik, 2005

As seen from data above in the table, Pakistan has received increase in tourist arrivals 378 .4 in 1995 to 648 .0 thousand in 2004 along with increase in tourism receipts from 114 million in 1995 to 185 million in 2004 with majority tourists from Europe and America, which indicates the importance of tourism development for Pakistan.

Pakistan in has also increased growth in tourist arrivals from all major tourist generating markets which are UK. USA, Canada, Germany and Afghanistan. This has been achieved by efforts of Pakistan government and Ministry of Tourism and if this trend continues then tourist arrivals will achieve set its target of 720000 set for year 2010 as identified in the Tourism development Master plan by WTO/UNDP. (Tourism in Pakistan, 2004) In addition to this, 2004 and 2005, according to Pakistan Tourism Development Corporation, Pakistan witnessed new heights in tourists' arrivals with 23 percent growth rate in 2005 by earning \$185.30 million in foreign exchange and receiving 798,300 tourists in 2005 as opposed to 648,000 in 2004. The top tourist generating countries were UK, USA, China, Canada, Japan, India, Afghanistan, Norway and Netherlands. Despite a relatively small pace of growth in terms of tourist arrivals, tourism can play a significant role in socioeconomic development as well as in improving the country's image worldwide. (Tourism in Pakistan, 2004)

Problems in Tourism Development

Despite the initiatives undertaken by government to develop tourism, Pakistan has been facing problems in all aspects of tourism development as tourism in Pakistan is

Supply-led rather than a market driven industry. Furthermore, there are various reasons due to which tourism policy implementation has not occurred and these include:

- Pakistan is a Muslim country where Islamic traditions and practices are strictly adhered to and that establishes many social constraints on foreign tourists including the absence of entertainment contents such as alcohol, nightlife or the dressing in western clothes especially for women. Moreover, the strict codes of conducts are so rigid that even foreign Pakistanis residing abroad find it difficult to travel within the country with ease and comfort .Due to these social pressures, lot of integrated tourism development and implementation cannot take place. (Tourism development, 2005)
- The lack of promotional policies essential for promotion and marketing of Pakistan as tourist destination through airlines, hotels, tour operators and other intermediaries in foreign countries.
- The lack of integration between private and public sector which is a must for effective planning, coordination and implementation of tourist plans, policies and objectives in to action.
- Inadequate knowledge and training of tourism personnel such as tour operators, guides and tour planners due to a lack of training schools and university courses related to hospitality and tourism studies.
- Insecurity in Karachi city and other regions of Pakistan such as tribal areas victimized by ethnic violence and killing of innocent foreign travelers and professionals which ultimately create a negatives image of the destination

- General image of the country marred by 9/11 attacks and war on Afghanistan coupled with negative feedback from western media
- The threat of war with India for numerous reasons undermines political stability and general security in the country which is not attractive for tourism growth
- Underdeveloped tourist sites such as Thatta near Karachi and many ruins in other regions of country lack proper tourist facilities as well as proper development despite ample potential for touristic interest.
- Lack of sufficient funds and incentives for the Tourism sector
- Decline of Pakistani rupee against dollar over the previous years. The current rate stands at 59 .1 rupees for 1 dollar.
- Lack of media attention showing that Pakistan can be effectively showcased as country with tremendous tourism potential
- Lack of awareness among general public as well as government agencies about the benefits and impact of tourism on Pakistan
- High rates on hotels and tourist resorts which discourages effective provision of high standard lodging facilities that are vital to attract tourists from Western and Middle Eastern countries.
- The Pakistan tourist visa policy acts as an obstacle to tourism as many visa restrictions especially on neighboring countries as well as foreign tourists from other areas make travel to the country unappealing.
- Inconsistency in determining hotel standards and categories which enables a property to be classified according to services and facilities offered has resulted

in an inadequate quality of accommodations and food outlets required to attract quality tourists from abroad. (Tourism development, 2005)

The Competitive Set

Pakistan, though abundant in tourism activities and places, is still lagging Behind in development and tourist arrivals compared to its neighboring countries and other Muslim countries which share same cultural and religious backgrounds which include Egypt, United Arab Emirates, India and Nepal.

EGYPT

The Arab Republic of Egypt is a Middle Eastern country located in the north eastern corner of North Africa which also includes Sinai peninsula covering an area of approximately 1,001,450 sq km, is roughly the size of France. About 96.4 % of this region is desert with fertile plain around the Nile river that runs through the country finally ending at the Red Sea. Cairo is the capital and largest city and Alexandria the second largest and port city. It is the second largest country in Africa in terms of population after Nigeria with most people being Arabs and 90 % being Muslims with Islam as main religion. It mainly consists of four major landscapes which are Nile valley and delta –densely populated, western desert, eastern desert and Sinai Peninsula. In addition to this, it has a hot, dry climate with only two seasons –summer that lasts from to Oct with temperature reaching 96 F and mild winter with an average of 65 F with little rainfall of 8 inches per year. (Reimer, 2006, p.43)

Egypt has long and colorful history that dates back to 5000 years to about 3100 BC when it was the ruled under the Pharaohs and its influence can be seen in the ancient relics all over Egypt which includes the world famous Pyramids of Gaza, valley of the

kings and temples at luxor. However, the Pharonic era ended in 332 BC followed by Alexander and Ptolemaic era from 332 BC to 30 BC followed by Roman rule under Cesar that lasted from 30 BC –Ad 638 which later led way to Arab conquest which ended in 1517. Later, from 1517 to 1882, Egypt was part of Turkish Empire until the British occupation which lasted from 1882 till 1952 when finally it gained independence in 1952. As a result of the long history and reign of various civilizations, Egypt is rich with various historical monuments, Coptic churches and mosques as well as ancient sites which makes tourism Egypt's largest industry and the main money earner followed by toll fees on the Suez Canal plus exports of oil, petroleum, cotton and textiles. (Remier, 2006, p.44)

Egypt's tourism industry is the main backbone of its economy and it has grown tremendously over past decade with a growth rate at 9.2 % per annum from 1993 to 2003 and in 2003/2004 it received 6 million visitors mostly from Germany, France and Russia generating revenue of 5.5 billion. According to a report by Mintel group international group, "The Egyptian government targeted the coastal regions for development a couple of decades ago and since 1991, when Tourism industry was privatized, foreign and Egyptian investors have helped to sustain a building boom, mostly in upscale holiday villages designed to appeal to well-heeled international travelers .In just over a decade, Egypt's accommodation stock has risen from 53,727 hotel rooms (1991), to 140,000 hotel rooms in 2004 "(Travel and Tourism Egypt, 2004).

The main attractions for tourists in Egypt include the Great Pyramids of Giza, city of Cairo, Alexandria, Karnak temple in Luxor, Sinai Peninsula on Red Sea, Saqqarah and cruise on River Nile. In addition to this, Egypt is famous for it water sports, historic

sights, nightlife and food.

U.A.E

United Arab Emirates is a Middle Eastern federation of Seven Independent Arab states situated on North Eastern tip of Middle East peninsula flanked by the Indian Ocean on the East and the Persian Gulf on the West with all the Seven Emirates being on the coastline. The seven Emirates include Abu Dhabi - the capital city, Dubai-the largest and port city, Sharjah –third largest and cultural capital of Arab world, Ajman, Umm-Al-Quwain, Ras-Al-Khaimah and Fujairah-located on the Eastern side of the country. The U.A.E covers an area of about 32,278 sq Miles including some Islands in Persian Gulf along with swamps and Salt Marshes along the Northern coast. Most of the people of U.A.E are local Arabs and majority of the population is made up of expatriate workers from Middle east, Asia and Africa as well as Europe. (Landen, 2006, p.93)

Dubai has a sub-tropical, arid climate. Rainfall is infrequent and irregular. Falling mainly in winter, it amounts to some five days a year. Temperatures range from a low of about 50 degrees Fahrenheit to a high 118 degrees. The mean daily maximum is 75 degrees Fahrenheit in January rising to 105 degrees Fahrenheit July. (Landen, 2006, p.95)

U.A.E's desert climate and its long stretch of Arabian Gulf has endowed it with warm seas and cozy beaches for winter tourists which coupled with a booming economy, where trade and tourism are encouraged. It is also an ultimate shopping destination. Its state-of-the-art tourist infrastructure with numerous world-class hotels, sports events and shopping spectacles held annually ensures its position as the Middle East's number one tourist destination. (Landen, 2006, p. 98)

U.A.E's History goes back to 100 years where people lived in Arab tribes who were ruling the region and who adopted Islam in Ad 600. In early 1900s, Abu Dhabi and Dubai had become the leading states. The UK controlled much of the region and guaranteed the rulers protection from outsiders. However, during mid-1900s foreign oil companies began drilling oil and in 1958 Oil was discovered in Abu Dhabi which began the export of crude oil and this was followed by discovery of large deposits in Dubai and Sharjah in 1966 and as a result of oil production economy and trade prospered. On December 02, 1971, all seven states came together and gained full independence from Britain to form the United Arab Emirates. The economy boomed during the 1970s as a result of oil export and Dubai became a trading port which was further enhanced by development of duty free zones. In addition to this, after the end of Gulf war in 1991, Dubai set on the course of becoming the number one tourist destination in Middle East. (Landen, 2006, p. 96)

The introduction of month long annual shopping festival in 1995 was a stepping stone to tourism development and attracts tourists and visitors from all over the world and in addition to this, the Dubai Summer Surprise (summer long shopping events), conventions and conferences, sporting events and various other attractions also bring in more visitors every year. Apart from that, the main attractions include warm, sunny beaches, the museum, world-class shopping malls and Dubai creek. (Tourism Dubai, 1999)

INDIA

The subcontinent of India lies in South Asia bordered by Pakistan on west, China, Nepal and Bhutan on North and Myanmar and Bangladesh on east. It's a land of great

variety and contrast ranging from world's longest and highest mountain system known as Himalayas in the north to plateaus, tropical rain forests; vast areas of desert and large stretch of palm fringed beaches and coastline. India covers an area of 1269,219 sq miles and its main land regions are Himalayas in the north, northern plains and Deccan plateau in west and desert in the east. It has three main seasons: cool season, hot season and rainy season. The Cool season lasts from Oct to Feb with temperatures dropping to 32 F in most places, the hot season lasts from March to June with soaring temperatures reaching maximum of 123 F while the rainy season reigns from June through September bringing about monsoons with N.E India receiving the heavy downpours with an annual average of 450 inches .The world's heaviest recorded rainfall was in Cherrapunji in province of Punjab which received 1,042 inches of rainfall in 1860. India is the largest democracy and second only to China in terms of population and is also most densely populated in the world. (Lal, 2006, 109)

Apart from topographical variations, India is rich with cultural and religious diversities as a result of its long and colorful history as of Pakistan which goes back to 3,200 BC. People belong to a variety of ethnic and religious groups with hundreds of languages and dialects. Hinduism is the religion of the majority with large population of Muslims as well followed by Sikhism, Buddhism, Christianity and zorashtrism. (lal, 2006, p.111)

India's tourism industry is thriving due to an increase in foreign tourist's arrivals and visitors are pouring in from all over the world: Europe, Africa, Southeast Asia and Australia. Some tourists come from Middle East countries just to witness the monsoon rains in India as well as its diverse culture and heritage. There are various reasons for the

rise in tourism which includes the Indian government's approach for promotion of India as tourist destination abroad, a nation wide campaign for creating awareness about the effects of tourism and preservation rich heritage and a culture plan which includes allocation for tourism i.e. from Rs 325 crore in 2003-04 to Rs. 500 crore in 2004-05 along with an incredible India campaign on prominent TV channels and in magazines across the world. (Tourism industry of India n.d)

The main areas of interest in India include historic sights of Delhi, the province of Rajasthan with its majestic palaces, the Taj Mahal of Agra, historic sights of Lucknow, hill stations of north and south, sights of Banglaore, Hyderabad, beaches of Goa and kerala and natural beauty of the Northern highlands.

Future Tourism Development and Growth

Pakistan offers a comprehensive an diverse range of natural, historical and cultural attractions that have not been harnessed to full potential to achieve maximum benefits and potential growth. Areas include coastal zone tourism along the Arabian sea, natural conservation areas, Natural recreation areas such as hill stations with immense natural beauty, cultural heritage sites all over the country, religious sites and Adventure zones clustered in the northern mountains. In addition to this there are various tourism related special interest activities that can stimulate tourism growth and potential such as bird-watching, camel safaris, hill-walking, skiing, white water rafting, golf, diving and fishing .In terms of future tourist markets the Far East, Gulf States, Europe and North America carry the potential for increased number of tourists to Pakistan with a wide range of interests Japanese, Chinese, Korean and Indian tourist are particularly interested in religious shrines, while Gulf tourists share same culture and religious

interests for family tourism while tourists from Europe and North America are allured by adventure, cultural and heritage tourism. Hence, in terms of future tourism growth and proper development, European markets that can be targeted are Switzerland. Austria, Spain, France as well as North America.

CHAPTER 3: Methodology

This chapter will focus on research methods utilized for data collection, research design, instrumentation and subject selection. The objectives of this research focus on exploring the potential of tourism in Pakistan, the gaps or barriers in planning and development and the problems in implementation of policy objectives. The main purpose of this research is to identify the nature of tourism industry in Pakistan and the problems faced in enabling it to reach its full potential.

Data Collection

The data analyzed in this research are from secondary sources. Secondary research, on the other hand relates to data gathering from secondary sources or external sources which include TV, radio, internet magazines, newspapers, reviews, research articles and stories told by people related to research. The main sources of data for this research are from the internet, online reports, newspapers, research, sites and magazines as well as book about Pakistan. The methodology of this study is basically qualitative focusing on problems faced by tourists and visitors while touring the country and eventually investigating gaps in tourism planning and implementation.

The main research method focuses on secondary data and statistics related to Pakistan's tourism industry along with comparison analysis with other countries in same league as Pakistan in terms of physical location, culture and religious customs but far ahead in terms of tourism development and tourist activities.

Limitations

This research has many limitations given that there is only a limited supply of secondary research, all which is limited to internet based information and often out of date statistics. and updated information on tourism development. The research depends upon comparative analysis of tourism development and statistics of other countries similar in religion and culture.

CHAPTER 4: Results

EGYPT

Egypt's tourist industry is a backbone of the country's economy and from 1993 to 2003 travel and tourism has witnessed a growth of an average rate of 9.2% per annum. In fiscal year 2003/04 Egypt registered 6 million international arrivals (almost 1 million more than the year before), led by visitors from Germany, France and the Russian Federation, which generated US\$5.5 billion in revenues. (Travel and Tourism –Egypt, 2004)

Visitors from all over the world are drawn to Egypt's famous archaeological sites (Pyramids and ancient Pharonic relics and monuments) which traditionally have been the lifeblood of the country's tourism industry despite its Islamic heritage and culture .In addition to this, tourists are increasingly attracted to the modern beach resorts that have sprung up along the shores of the Red Sea and the Sinai Peninsula. Moreover, the Egyptian government set plans for the coastal regions development a couple of decades ago and since 1991, when the tourism industry was privatized, foreign and Egyptian investors have helped to sustain a building boom, mostly in upscale holiday villages designed to appeal to well-heeled international travelers. In just over a decade, Egypt's accommodation stock has risen from 53,727 hotel rooms (1991), to 140,000 hotel rooms in 2004. (Travel and Tourism-Egypt, 2004)

Table 3: Egypt Tourist Arrivals

Year	No. of Tourists (millions)
1982	1.4
1992	3.2
2002	5.2
2003	6.0
2004	8.1
2005	8.6

Source: Tourism development in the Red Sea, Egypt (2005)

As indicated in the table above, despite terrorist and domestic political problem, Egypt's tourism industry has been reactively unaffected and growing at an increasing rate by receiving more tourists annually. It is similar in culture and religious values to Pakistan as well as in terms of political crises but tourism continues to be the most important growth industry. Immense resources are invested in tourism infrastructure and facilities to attract and retain tourists as it has tremendous potential.

In addition to this, tour operators are now offering a greater number of 'mixed' packages, combining cultural and resort holidays. Inter-regional leisure travel is growing and Airports are being modernized and upgraded to handle a greater number of passengers. The Airports Development Project, financed by a US\$335 million loan from the World Bank will ease the congestion at the Cairo International Airport, as well as at Luxor and Sharm Al-Sheikh. A new terminal for European and international airlines at Cairo International Airport has already opened, allowing Egypt's gateway to process 20 million passengers per year - 11 million more than in previous years. (Travel and Tourism Egypt, 2004)

In addition to this, despite recent terrorists attacks and incidents of violence,

Americans and even Western Europeans continue to visit Egypt and according to recently released statistics of Egyptian tourism Authority, in May 2006 18,935 Americans visited Egypt which was 16.3 % increase over 2005. Moreover, since tourism is the main growth industry, Egyptian authorities continue to invest massively in restoration of ancient sites, development of new resorts and infrastructure all around the country. (Boom in US Tourism to Egypt, 2005)

INDIA

According to economy watch .com, in year 2004-05 tourism emerged as one of the major sectors for growth of the Indian economy as well as the foreign exchange earnings that increased from Rs. 16,429 crore to 21,828 crore up to December 2005. (Tourism industry in India, n.d) The tourism industry had a growth rate of 17.3% in foreign tourist arrivals, which has been the highest and even foreign exchange earnings grew at rate of 30.2%. India has similar tourism patterns like to Pakistan due to having the same culture and even religion. India has immense tourism reserves ranging from nature based tourism in the Northern mountains and hill stations, deserts in Rajasthan, cultural and religious monuments all over the country, Moghul architecture in Delhi and Agra to beaches of Goa and splendid beauty of the south. (Tourism industry of India, n.d)

Table 4

Foreign Tourist Arrivals in India During 2006 and Corresponding Figures For 2004 & 2005					
Month	Foreign Tourist Arrival (Nos.) Percentage Change				
	2004	2005*	2006 *	2005/04	2006/05
January	337345	386260	444753	14.5	15.1
February	331697	389081	428325	17.3	10.1
March	293185	367068	407446	25.2	11.0

April	223884	260825	325249	16.5	24.7
May	185502	229172	262860	23.5	14.7
June	223122	258822	286257	16.0	16.6
Total	1594735	1891228	2154890	18.6	13.9

Table 5

Foreign Exchange Earnings (in Rs. Crore) During 2006 and Corresponding Figures For 2004 & 2005

Month	Foreign Exchange Earnings			Percentage Change	
	2004	2005*	2006 *	2005/04	2006/05
January	2084.59	2326.20	2722.07	11.6	17.0
February	2049.70	2343.18	2635.98	14.3	12.5
March	1811.71	2210.62	2434.32	22.0	10.1
April	1368.42	1649.96	2127.44	20.6	28.9
May	1133.82	1452.72	1673.91	28.1	15.2
June	1363.76	1637.29	1847.26	20.1	12.8
Total	9812.00	11619.97	13440.98	18.4	15.7

* = Provisional

Source: Ministry of Tourism, GOI

India has significant potential for becoming a major global tourist destination and this can be observed from table 4 and 5 above that displays increase in tourist numbers and Foreign exchange earnings in recent years. The country witnessed foreign tourist arrivals of 2.75 million in 2001 and this continue to rise. (Tourism of India, 2002) The reasons for this are first of all, travel and tourism is the second highest foreign exchange earner for India and the government has designated organizations in this industry to "export house" status. The industry is waking up to the domestic tourism as well just like Pakistan, with an estimated 4.7 billion domestic trips in 2001 and even tourism spending within India in 2001 was US\$ 22 billion which continues to rise. (Tourism of India, 2002) Secondly, there is considerable government presence in the travel and tourism

industry with each state having a Tourism Corporation, which runs a chain of hotels /motels as well as operating package tours, while the central government runs the India Tourism Development Corporation. Plus, divestment of these state-run Tourism Corporations have either already taken place or are in process. Thirdly, incoming foreign tourist arrivals have shown a 6% compounded annual growth rate over the last 10 years and realizing this, the government has advanced several incentives to promote infrastructure growth in the tourism sector. Plus, current increased investments are likely to see hotel room capacity increase by 20% over the next three years, with several international hotel chains entering the hotel industry. Similar growth is anticipated in air travel capacity. (Tourism of India, 2002)

The increase in growth of Indian tourism in recent years has been the result of the New Tourism Policy released in May 2002 that has outlined the following policy initiatives for the tourism sector as follows:

- The new policy is built around the 7-S *Mantra* of *Swaagat* (welcome), *Soochanaa* (information), *Suvidhaa* (facilitation), *Surakshaa* (security), *Sahyog* (cooperation), *Sanrachnaa* (infrastructure) and *Safaai* (cleanliness).
- The new policy envisages making tourism a catalyst in employment generation, wealth creation, development of remote and rural areas, environment preservation and social integration. The policy also aims to encourage economic growth and promote India's strengths as a tourism destination that is both safe and at the same time exciting.
- The policy proposes the inclusion of tourism in the concurrent list of the

Constitution so as to enable both the central and state governments to participate in the development of the sector.

- No approval is required for foreign equity of up to 51 per cent in tourism projects. Enhanced equity is considered on a case-to-case basis. NRI investment is allowed up to 100%.
- Approvals for Technology agreements in the hotel industry are available on an automatic basis, subject to the fulfilment of certain specified parameters.
- Concession rates on customs duty of 25% for goods that are required for initial setting up or for the substantial expansion of hotels.
- 50% of profits derived by hotels, travel agents and tour operators in foreign exchange is exempt from income tax. The remaining profits are also exempt if reinvested in a tourism related project.
- Approved hotels are entitled to import essential goods relating to the hotel and tourism industry up to the value of 25% of the foreign exchange earned by them in the preceding licensing year. This limit for approved travel agents/tour operators are 10%.
- Hotels located in locations other than the four major metro cities are entitled to 30% deduction from profit for a ten-year period.
- The expenditure tax has been waived in respect of hotels located in the hills, rural areas, and places of pilgrimage or specified place of tourist importance. (Tourism of India, 2002)

U.A.E

United Arab Emirates lacks the potential and diversity of tourist attractions when compared to Pakistan or other popular tourist destinations but has emerged from a sand dunes and oil producing country to one of the top visited tourist destinations in Middle East. U.A.E follows traditional Arab and Islamic customs but since the introduction of the Shopping Festival in 1995, relaxing visitor rules and increased investment in tourism projects have resulted in an increased tourist influx and increased revenues from tourism. U.A.E is a major tourism market for business and convention visitors, sports tourism, stopover passengers, safari tours, sun, sand and sea tourism as well as commercial tourism. Due to the annual month long shopping festival plus Dubai Summer Surprises during the summer months. Dubai, the major port and commercial city is the driving growth of all the country and visitors coming to Dubai visit other areas resulting overall tourist boom. The growth in tourism has also been stimulated by marketing efforts of the government and popularity of Emirates Airlines that rigorously promotes Dubai as a stopover destination.

According to reports from WTTC (World Travel and Tourism Council), the tourism industry in UAE has earned a Dhs 97billion revenue last year, and is expected to touch Dhs 170 billion by 2016 (Dubai travel news, 2007). The report reassessed the impact of new travel and tourism products and resorts being developed in the UAE which are expected to transform the country's travel and tourism economy. These include mega projects in Marina, Dubailand and Festival City. In addition to this, the recent multi million developments such as the Palms, the Waterfront, and renovation of the Dubai International Airport are all geared towards increased tourism growth and International

arrivals.

Moreover as noted in statistics released by Visa International, spending by visitors to the UAE during the summer increased by 30 per cent to \$342 million in 2005, against 2004. Plus, travelers from the UK spent \$74 million in the summer months of June, July and August 2005, the largest amount spent by any group, while Saudis spent \$41 million. Visitors from the US were third spending \$39 million, followed by Kuwaitis who spent \$17 million. The spending by inbound international visitors is expected to have totaled Dh6.4 billion in 2005 and over the next decade it is expected to grow by 7.2 per cent to Dh15.8 billion. (Qudoos, 2006) Furthermore, travel and tourism sector has generated Dh37.1 billion (8.3 percent) of total exports last year, and is expected to grow by 2016. The capital investment in the industry is also estimated to reach Dh55.2 billion by 2016, as the capital investment during 2006 has crossed Dh30 billion. The tourism industry is reported to have employed 294,000 individuals in UAE during 2006, and by the year 2016, this figure is expected to touch 376,000 (Dubai travel news, 2007).

In addition to this, Dubai hotels alone checked in more than six million visitors in 2005 and recorded revenue of DH 7.9 billion in 2005 against 5.5 billion of previous year as stated by Dubai tourism and commerce Marketing (DTCM). (Dubai travel news, 2007) Hence, the growth of tourism industry since 1990s has been phenomenal and is one area that is booming despite relative lack of tourist sites due to increased government interest in aggressively marketing and promoting U.A.E to achieve goal of attracting more visitors to the region. Moreover, further tourism projects in line with development and growth include Jumeirah's Madinat Jumeirah resort, Mall of the Emirates, the Palm Islands, Burj Dubai, Dubai Festival City, Dubai International City, and Dubai

International Financial Centre. (Qudoos, 2006)

CHAPTER 5: Recommendations

Limitations

This research has many limitations given that there is only a limited supply of secondary research, all which is limited to internet based information and often out of date statistics and updated information on tourism development. The research depends upon comparative analysis of tourism development and statistics of other countries similar in religion and culture.

Conclusion

Pakistan, similar to the above countries has immense touristic potential. If harnessed properly tourism can bring in increased revenue and prosperity to the country. There is a great need for overcoming barriers to Tourism development. As observed above, the countries with similar patterns as Pakistan have progressed rapidly due to increased government interest, spending and projects. Pakistan has also embarked upon similar plan with announcement of 2006 as Year of Tourism. The new tourism policy that was introduced in 2001 also unfolds promotional efforts by government to attract foreign tourists which are an important source of revenue. The policy envisages a number of initiatives that include network of roads connecting all cities in Northern areas, holding of car and motorcycle rallies in Northern areas, clearance of permission for mountaineers, rock-climbing competition, construction of roads to scenic and historic spots, building of hotels and motels of international standards, increased private sector participation in tourism development and improving quality of tourist guides. Additionally, the plan also includes wide publicity campaign through preparation of

informative brochures, publicity materials and calendars for foreign missions abroad.

However, the main thing that the new policy lacks is mention of the fiscal incentives and investments required for the development of the adequate tourist infrastructure and facilities as well as funds needed for implementation of policy.

Recommendations

Pakistan, the world's oldest civilization dating back to 3000 BC with exotic natural mountain beauty, seasonal variety, history and sacred places has immense potential for tourism that has not been tapped or harnessed. Pakistan is endowed with rich bounty of flora, fauna, landscapes, coastline along with relics of Indus civilization, Gandhara heritage, rich Mughal and Islamic history and last but not the least the famous silk route in the North. Despite the wide prospects for tourism, Pakistan is lagging behind most of its neighboring and other Asian countries, in terms of planning, development a, implementation, marketing, infrastructure and essential tourism services . Thus, the tourism potential of country has still to be realized and harnessed in an appropriate manner.

However, the motivation behind developing tourism is not just to get more tourists and money in the country but to ensure that economic benefits generating from tourist activities complement with other advantages without compromising the environment and natural eco-systems of the tourist areas. Thus, both external benefits and de-merits of the tourism development must be weighed and incorporated in to planning and implementation. Tourism activities must be enhanced not only to increase tourist arrivals but to generate employment, to alleviate poverty and to increase foreign exchange earnings which promote not only international tourism but also provides

affordable and accessible domestic tourism. Therefore, the main areas of focus for increasing tourism potential lies in tourism planning, development and the marketing of a positive image.

Tourism planning and development

The most important step in tourism development is careful and comprehensive planning from the formulation of policy to the execution and implementation of the tourism plan. Pakistan has high tourism potential but the government and concerned authorities must take active steps to plan in order to achieve tourism development. Since tourism can contribute positively to the economy as well as the general status of country, the most important step for government is to recognize tourism development an important priority which is evident from its program of promoting 2006 as Year of Tourism as well as 2001 Tourism Plan. The next essential step is provision and allocation of funds for tourism planning and implementation which would also require joint venture private sector investments and cooperation and the reduction in military expenses so that more money can be devoted for tourism projects. However, before we analyze in depth the process of the tourism planning and development, a few important factors must be taken in to consideration.

According to Gunn, tourism planning and development must encompass and target all travel markets plus planning objectives at all levels. Regional (Federal), destination and on-site development must be well integrated in order to meet tourism objectives and goals. This means that government level planning as well as input from the private sector as well as the community and local bodies must be comes to terms with a proper plan that can be put in to effect. In addition to this, another important aspect

of planning requires that supply side objectives such as tourism facilities, plans and services must meet the demands of the market that is targeted and care must be taken to study market's needs and wants and effectively implement services accordingly. The supply of services should also be geared towards the needs of all market sectors whether it is business travelers, visitors, trekkers or religious tourists. Moreover, planning must take in to consideration all components of supply side which include attractions, transportation, services, information and promotion so that tourism objectives can be effectively achieved. Finally, planning must also include future consideration of carrying capacity as well as needs of the local communities both rural and urban must be well integrated. Hence, in Pakistan, the tourism must be set as a priority by government and all four provinces must cooperate to enhance tourism potential of the whole country rather than tourism concentrated in just few areas which later results in host of problems and negatives issues.

In the case of Pakistan, the planning and development would include formulation of a comprehensive tourism policy for which basic steps have already been taken and this would further require integration of the federal government and the ministry of tourism as well as concerned ministries of all four provinces. This would also require allocation of sufficient funds along with involvement of private sector for investment in tourism projects. Further more, this would involve the identification of tourism facilities for both renovations as well as new tourism projects around the country. Some recommendation and strategies of the most potential tourist areas include:

- Lahore city and surrounding cities such as Faisalabad and Sheikupura where package tours can be offered along with development of a cultural trail around

Lahore city as well as extended tours to surrounding rural areas.

- Multan and Bahawalpur (cities in south Punjab) as well as surrounding areas where historic tours of cities can be offered. Desert safaris can be offered in nearby Cholistan desert and even half day trips to Lal Soharna National park for nature tourists. In addition to this, several historic places and monuments under military control at present can be released for both domestic and foreign tourist which include “Nur Mahal” (“Light palace” of Abbassi dynasty).
- Islamabad and surrounding areas can be further developed by including chairlifts the Margalla hills surrounding the city as well as tours to Taxila—the ancient city rich with Buddhist monasteries and relics which also require proper development plan and tourism facilities to convert it to an open air museum.
- Peshawar (NWFP) has many historic and cultural monuments as well as historic downtown that can be renovated by means of a historic trail of old city. Trips to the city can be combined with day trips to nearby Buddhist monasteries at takht-e-Bahi in outskirts of the city. In addition to this, city tour of Mardan located midway between Islamabad and Peshawar can be developed.
- The Salt Range is the stretch of area south of Islamabad where several discovery tours can be developed in areas such as Kallar kahar and rides in salt mines of Khewra as cave tours.
- Swat and adjoining valleys can be developed with safe and proper road network and infrastructure between the mountains. More tourist hotels and resorts can be added along with adventure tours and the development of ski resorts such as Malam Jabba.

- The Gilgit valley in the north also popular for mountains and trekking require the development of tourism facilities and infrastructure along with introduction of polo tours matches (local sport in Chitral) as well as cultural insight in to the life of “Kalash “the tribal pagan people of Chitral with colorful traditions and ethnic lifestyle
- The northern areas of Hunza, Naran, Balakot and Skardu require comprehensive physical development plan along with a safe infrastructure, road networks with the rest of the country as well as tourism facilities such as hotels, resorts and transportation to and from major cities. In north of Naran, a proper road network is required for trips to crater lake Saif-ul_Muluk, the highest lake in the country with fascinating scenery of waterfalls and ice caves.
- Karachi and Hyderabad requires proper tourism plan for renovation and the creation of tourism facilities along with safety and security schemes .The main points of interest are historic tombs in outskirts of Karachi. A tourism plan for Thatta with an open air museum of Makli hills, renovation of old buildings, development of beach resorts with construction of proper coastal facilities and renovation of historic sites in Hyderabad.
- Sindh also requires proper tourism planning along with construction of tourism facilities in Mohenjodaro the main historic hub as well as tourism facilities along Indus around Sukkur and surrounding areas. In addition to this, tourism development in the Kirthar range and national park-grand canyon of Sindh is needed.

- Quetta and Gwadar requires proper development and tourism planning along with the development of hill station resorts as well as chairlifts at Ziarat as well as beach complexes in Gwadar and in other coastal regions.

The main consideration in tourism planning and development throughout the country is the need for the construction of a proper road network as well as other infrastructure facilities. Another important aspect is the safety and security of the tourist and tourism facilities from all kinds of hazards which must be enforced by integration of government, state and local bodies as well as with cooperation of local law enforcement and communities. Hence, the efficient planning and implementation of a plan requires dedicated monetary resources and effective cooperation among concerned parties along with proper feasible studies and action plans that are already in motion with the plan of declaring 2006 as Year of Tourism.

Marketing of tourism

After tourism planning and development, the most pressing problem facing tourism growth in Pakistan is the projection of its image and identifying new markets for growth. A well established destination with all investments and facilities would decline soon if it is not known to the world. As a result of 9/11 and other terrorist acts in recent years, Pakistan has projected a negative image all over the world especially in Western media and this needs to be addressed and resolved in order to gain the benefits from tourism.

The first step in marketing tourism effectively would be to address

the issues related to ethnic domestic violence, terrorism, safety and security of tourists and most of all relations with India. These issues must be resolved at all levels with proper coordination between government and concerned local authorities so that Pakistan can emerge as positive and ideal tourist destination. The next step would be to enforce an effective marketing and promotion plan in order to promote tourism in existing and new markets. In addition to this, there is a need to carry out market and field research for developing potential markets for future tourism development growth. Suggestions for effective promotion of Pakistan as tourist destination are as follows:

- The first step to effective marketing and promotion of tourism is improving relationship with India and resolving the Kashmir issue which will open ways for visitors traveling to India to also visit Pakistan once the borders are open plus people of the Punjab State in India can always fly through Pakistan via Lahore. Indian tourists on religious pilgrimage to sacred sites will consequently increase which a stimulus for more tourism is again from abroad.
- The improvement of relationships with India can also bring the opportunity of cricket matches. Visitors from India and other countries involved in this sport can visit Pakistan which will in turn improve the image of Pakistan world over.
- The best way for promotion is publicity through tourism packages in coordination with the National Carrier PIA and joint advertising campaigns with the airline where travelers can enjoy discounts while

using the airline services to visit Pakistan.

- The development of tourist services centre or offices abroad in different countries and even within the embassies and consulates abroad is effective in promoting Pakistan's image in foreign countries. This also requires trained and qualified people who can efficiently promote the tourism services abroad.
- Further more, increased market research of promotion activities and target markets are vital. Brochures and tourism trade fair abroad as well as promotion on internet and travel magazines such as Conde nast will also aid in planning and implementation of promotion activities.
- Finally, the introduction of events and year around festivals as well as promotion through International travel writers would benefit the country . In addition to this, the filming of movies and the making of travel programmes on Pakistan for TV would also be productive.

Hence, the effective planning, development and marketing of tourism must be implemented in order to reap benefits from tourism. This also requires training and upgrading of quality staff who can uplift and aid in development and promotion of tourism. Currently, there is large discrepancy between the increasing numbers of tourism services such as hotels, restaurants and clubs and limited provision of quality education and training. Moreover, there is also a greater need for women participation in the workforce especially in tourism services which is vital for the growth and future demands.

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Appendix: A short history of Pakistan

Pakistan consists of four provinces or states that include Sindh in the south west with Karachi (largest city of Pakistan and major sea port) and Hyderabad as the major cities, Punjab in the North West where the capital Islamabad and the second largest city Lahore is Situated. NWFP (North West frontier province) close on the Afghan border has Peshawar as major city and Baluchistan in the south east where the city of Quetta is located. In addition to this, there are Northern areas that consist of Gilgit, Hunza, Chilas and Skardu and on the Northeast Azad (free) Kashmir and Jammu state. (Jalal, 2006, pg.93)

Land

Pakistan is the region of extraordinary contrast comprising of snow capped mountains, arid desert to fertile mountain valleys and alluvial plains and known as the land of river Indus which stretches through the Karakoram and Himalaya mountain ranges in the north to Arabian sea for 2500 km (1600 miles). Topographically Pakistan can be divided in to six regions: Northern Mountains, Northern plateau, Western mountains, Balochistan plateau, Southeast desert and Indus plain. (King, 1993, p.25)

Northern Mountains

The northern mountain region consists of four main mountain ranges the Karakoram, Pamir, Himalaya and Hindu kush, within a radius of 180 km (112 miles) forming a dense cluster of the world's highest peaks including K2 (8611 m) and Tirch Mir (7706 m) and Nanga parbat (8125 m). These form the longest glaciers outside the Polar Regions stretching from Afghanistan to the east to Indus along the Pakistan India border. (king, 1993, p. 25)

Northern Plateau

The Northern Plateau contains the undulating lowlands at the foothills of the mountain. This area includes fertile Peshawar valley (ancient Gandhara) lying westwards of Indus and the sandy eroded Potwar Plateau situated between Northern Punjab and the capital, Islamabad. At the southern tip of Potwar is the dry salt range while the northeast region of Punjab is the most fertile and catches bit of monsoon. (King, 1993, p.25)

Western Mountains

This region runs from Hindukush down through the tribal lands of NWFP and Eastern Balochistan in a range of dry scrub mountains ranging from 1500 m to 2500 m and called Suleiman Mountains in NWFP and Kirthar in Balochistan. However, the most striking and famous feature of this region is Khyber Pass, the gateway to Afghanistan. (King, 1993, p.25)

Balochistan Plateau

This hilly, parched and inhospitable plateau across Western Balochistan averages about 300 m in elevation and is the least populous part of the country. Some of the Pakistan's earliest known Inhabitants reared livestock in this region in the 4th Millennium BC. (king, 1993, p.25)

Southeast Desert

The barren Southeast desert region spreads from east of Indus and Sutlej rivers in Sindh and southern Punjab across to Rajasthan in India. In Punjab, this dry arid desert is called Cholistan and in Sindh it is known as "Thar" or "Tharparkar". (King, 1993, p.25)

Indus Plain

The alluvial plains of the Indus and its four main tributaries –Jhelum, Chenab, Ravi and Sutlej- is the most populous and fertile agricultural region of the country. The plains within Punjab and Sindh constitute about a third of the country and despite less rainfall the vast grasslands are irrigated by a complex system of Canals. (king, 1993, p.25)

Climate

Pakistan offers great variety in its climate and lies in the temperate zone. The climate is overall dry, characterized by hot summers and cool or cold winters, and wide variations between extremes of temperature at given locations depending upon latitude and altitude. There is little rainfall and the areas greatly affected by monsoon rains are Central and Northern region of Punjab and the northern areas while the rest of the country receives less than 250 mm (10 inches) of rain annually. (Jalal, 2006, p.95)

Pakistan has are four seasons: a cool, dry winter from December through February; a hot, dry spring from March through May; the summer rainy season, or southwest monsoon period, from June through September; and the retreating monsoon period of October and November. The duration of these seasons vary according to location and altitude. The hottest months are June and July and some areas of Sindh and Balochistan have temperatures exceeding 50c (122 f) and Sibi, in Balochistan is the hottest place on earth .In the rest of the country the summer temp average between 35-40 c (95-104 F) except the Northern mountain areas and the winter temp is around 29 c (68 F). (Jalal, 2006, p.95)

Table 6

° F Temperature Chart of Pakistan

ZONE		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
KARACHI	MIN	50	52	58	65	68	76	76	75	70	67	62	54
	MAX	80	84	92	95	96	93	93	89	90	96	92	83
LOWER SIND	MIN	42	46	52	63	73	77	77	76	73	62	53	45
	MAX	85	94	103	111	106	113	108	103	106	105	98	79
UPPER SIND	MIN	38	41	50	59	71	78	78	77	73	61	50	41
LAHORE	MAX	81	88	98	108	115	115	111	106	105	102	77	67
ISLAMABAD	MIN	30	36	38	50	68	73	74	69	69	58	48	32
PESHAWAR	MAX	60	60	70	81	88	90	90	88	88	85	80	75
SWAT	MIN	30	36	38	50	68	73	74	69	69	58	48	32
GILGIT &	MIN	27	27	32	38	47	55	67	67	55	50	43	34
HUNZA	MAX	44	50	62	70	102	113	100	98	90	76	62	

Source: Pakistan Weather, 1998

People

Pakistan ranks among the world's seventh most populous country and its population had quadrupled from 32.5 million in 1947 to an estimated 151 million in 2003 and if the current population growth continues, it will increase to 217 million by 2020. The province of Punjab accounts for over half of country's population while only 7 % of people live in both Balochistan and the tribal areas. Pakistan is primarily an agricultural society but it is becoming increasingly urbanized and approximately 34 % of urban population is concentrated in the mega cities of Karachi and Lahore. In terms of ethnicity, Pakistan is a Kaleidoscope of peoples and languages and native languages divide people in to six major groups: Punjabis residing in the province of Punjab, Sindh is primary located in the province of sindh, Mohajir –Urdu speaking people living in sindh and mostly in Karachi and Urdu is the national Language of Pakistan, Pashtun residing in Balochistan and NWFP, Baloch and Brhui in Balochistan, Kalasha in NWFP and Gujar

in NWFP and Northern areas. (Singh, 2004, p. 38)

Religion

Pakistan is predominantly a Muslim country and Muslims make up over 98 % of population out of which roughly 80 percent are Sunni and 20 percent are Shias. About one percent of the population is Christians slightly more Protestants than Catholics. The Hindus account for less than one percent and is mostly concentrated in Karachi and Sindh rural areas. In most of the major cities, there are small communities of Parsis, Buddhist and Bahais along with pagans living in Chitral on the Afghan border. (Singh, 2004, p.47)

History

Pakistan's rich cultural heritage and ethnic diversity can be traced in its colorful, long history and it divides in to six distinct periods: Prehistory, the ancient empires (3000 BC to 6 century), the emergence of Islam (711 to late 14 century), Mughal period (1526 to 18 century), the British period (mid eighteen century to 1947) and modern history.

Prehistory

Ten million years ago, the common ancestors of both men and apes roamed the open woodland south of what is now Islamabad and some of the earliest relics of Stone Age man in the subcontinent are found in the Soan Valley of the Potohar region near Rawalpindi, with a probable antiquity of about 500,000 years. Around 9000 years ago, man learned to tame and husband animals as well as crop cultivation, plus, 6000 BC dating excavations of ancient farming communities have been unearthed in Balochistan, NWFP and Punjab. (Pakistan historical background, n.d)

Ancient Empires

The farm communities and ancient civilizations date back to 23 to 18 BC, when Pakistan was the hub of Indus valley civilization also known as Harrapan civilization and its influence can be seen in present day in the historic cities of Mohenjodaro (near city of Larkana in Sindh) and Harrapa (near Sahiwal in Punjab). These cities were sophisticated, well planned cosmopolitan societies with centralized literature, agriculture and commercial links by sea to other parts of the world possibly Mesopotamia and Egypt. In addition to this, it was well- organized urban society with developed form of quasi pictographic writing and a strong based Central government. However, by 1700 the Indus valley had gradually declines and scholars do not know exactly why and how. (Shaw , 1996, p. 57)

During the next thousand years, Pakistan came under the control of many empires from Southwest and Central Asia and around 1500 BC, Central Asian people called Aryans invaded Punjab region and in time settled across much of India. They developed a pastoral society that grew into the Rig Vedic Civilization and though culturally less advanced than Indus civilization, their Vedic religion developed in to Hinduism. The Persians later conquered the region in 500 BC making it part of the huge Achaemenid empire with Taxila (near Islamabad) as evolving cultural centre and site of one of the world's ancient universities. In 327 BC, Alexander the Great marched across the region and conquered much of the present day Pakistan ranging from Salt range (south of Islamabad) to Makran desert in Balochistan all along the Indus River. After the retreat of Alexander in 325 BC, Mauryan Empire took over much of the region under the control of Chandragupta Maurya, with its capital based far to the east at Patna (in present day

India). His grandson Ashoka, greatest of all Mauryan kings expanded the empire promoting Buddhism and Built Buddhist shrines. (Halliday, 2000, p.29)

The Mauryan Empire began to break up about 230 BC and during that time Greeks from the independent state of Bactria in Central Asia invaded Indus valley establishing capitals near present day Peshawar and Rawalpindi. The Scythians were later replaced by Partians in about AD 20 who were Iranian nomads for Central Asia from east of Caspian Sea. The Partians established trade route along Silk Road between China and Roman Empire .Later, the kushans overthrew Parthians and assumed the position as the centre of the silk route. During the second century, Kushans were at the peak of their power and controlling an empire that extended from Eastern Iran and Chinese's frontier to the south of Ganges River (in present day India). With their capital based in Peshawar, Kanisha, the most famous king of Kushans expanded Buddhism with construction of monasteries and Stupas in the Peshawar and Swat plains and whose ruins can be found even today in those valleys. Gandhara, as the region was called became the centre of Buddhist learning art and pilgrimage. (Halliday, 2000, p.31)

As the Kushans declined, in about Ad 455, White Huns (Hepthalites) conquered Gandhara from northwest, sacking its cities and as they worshipped Shiva and sun god Surya, their influence resulted in decline of Buddhism. Later, the Sassians and Turks overthrew the Huns around Ad 565 and Turki king of Kapisa in Afghanistan controlled much of the Gandhara Empire until in AD 870, Hindu Shahis from Central Asia overthrew them and took control with Hund on Indus established as their capital. They ruled over a vast area stretching from Afghanistan to Multan extending eastwards to Kashmir till 1008. (Halliday, 2000, p.33)

Emergence of Islam

The initial contact of South Asia with Islam came through Arab traders and sailors using ancient trade routes through the Persian Gulf and the Indian ocean and in AD 711, the governor of Iraq sent his young Naval Officer, Mohammad Bin Qassim to conquer the region as the expansion of Umayyad Dynasty. The expedition marched through the shores of Arabian sea, seizing the city of Debal (near Karachi) and then heading northwards conquering Nerun (Hyderabad), Siwistan (Sehwan), Brahmanabad-Al Rur (Rohri in Sindh) and Askalanda (Uch in Southern Punjab) until establishing control all over Indus till the city of Multan in southern Punjab. This conquest, however, was limited just to trade and commerce until the invasion from Northwest by Turks in the 11th century and began the Islamic conquest of the region. Mahmud of Ghazni (979-1030) led the series of raids in much of Sindh, Punjab and Balochistan making it in to the great Ghaznavid Kingdom. The Ghaznavid Kingdom came to an end by 1192 when the Turkish Muslim rulers of Ghor in Afghanistan defeated the Rajputs and captured Delhi, forming the Delhi Sultanate. This Sultanate lasted 300 years under different Muslim rulers until, Tamerlane; the great Turkish conqueror penetrated India and sacked the empire in 1388 till 1399. (Shaw, 1996, p. 61)

Mughul Dynasty

In the early sixteen century, Babur, a descendent of Tamerlane and Genghiz Khan, raided Punjab from Afghanistan defeating the Sultans and Lodhis of Delhi and laid foundation for establishment of The Mughal Empire. After four years Babur was succeeded by his son Humayun who was an intellectual ruler until he was ousted by an

Pathan ruler Sher Shah Suri, whose rule lasted till 1545 when he died. Humayun returned from his Exile in Persia and took over the reign until his son Akbar took over the throne after him. Akbar proved to be one of the greatest Mughal leaders and under his rule Mughal art, architecture, music and literature flourished and the magnificent monuments of this time can be seen in present day Lahore and Thatta near Karachi. He was succeeded after his death in 1605 by his son Jahangir and later his grandson Shah Jehan who continued his legacy building outstanding mosques, palaces, Forts and gardens and this can be seen in Lahore and Delhi in India. The last Mughal ruler Aurangzeb who reigned from 1658 and 1707 was a strict and pious administrator until his death and along with it Muslim power also declined. (Shaw, 1996, 64)

British Period

In the 1500s, various European traders began competing for control of the profitable trade in Indian Ocean region that facilitated flow between Western Europe and South Asia. In 1600s, a number of trading companies from Europe established trading rights in India by the permission of Mughals and in early 1700 British East India Company emerged the strongest among them. As Mughal Empire began to break up, the Company gradually gained political control over much of India. After a series of wars in Sindh and Punjab during 1830 -1840, the UK controlled much of what is now Pakistan. Due to widespread discontent of British rule, Indian National Congress Party was formed in 1885 to promote Independence for British India. However, Hindus dominated the Congress party and Muslim leaders disagreed on many of the terms which ultimately led to creation of the Muslim League that demanded a separate state for Muslims. The British and Hindus disagreed with the idea but after series of riots, demonstrations and

conflicts, the British agreed to the partition of British India. Thus, on August 14, 1947, Pakistan became independent Nation with areas in the west and Northeast of India and separated by vast region of Hindu India between them. (Halliday, 2000, p. 57)

Modern History

After few months of Partition and Independence, Pakistan and India went to war over territorial rights in Kashmir. The Kingdom of Kashmir was represented by majority of Muslims but the king decided to join India after the Partition which resulted in conflict until this day. India and Pakistan continued fighting till 1949 when finally UN negotiated a ceasefire between both the nations dividing Kashmir among them. Pakistan became a Republic in 1956 but instead of a Parliamentary election, military rule under General Ayub Khan took control of government until 1960. The main problem facing Pakistan after independence apart from conflict with India over Kashmir was the divided East and West Pakistan with cultural as well as Geographical differences with only religion as a uniting factor. In 1970, after the election of a National Assembly for drafting of new constitution, East Pakistan had majority of country's population and therefore demanded more of a share of political and economic power. Their demands were not met and when Yahya Khan, successor to Ayub Khan, postponed the National Assembly meeting, riots and demonstrations in East Pakistan ultimately led to Civil War in March 26, 1971. East Pakistan gained independence from West Pakistan, calling itself Bangladesh, after few months of war on Dec 19, 1971. (Halliday, 2000, p. 62)

During much of 1970 and 1980, Pakistan struggled for democracy and after Yahya Khan; Bhutto came to power with a constitutional government and civilian rule. In July 1977, However, General Zia-ul-Haque ousted Bhutto from Office and declared

Martial law. During the period from 1988 to 1999, two major parties governed Pakistan alternatively-The PPP (Pakistan People's Party) led by Benazir Bhutto and Pakistan Muslim League headed by Mohammad Nawaz Sharif. In Oct 1999, after the battle of Kargil with India over Kashmir, General Pervaiz Musharraf led a bloodless coup that overthrew Nawaz Sharif. (Halliday, 2000, p.65)